

DRAFT

division IV
mixed use overlay zone guidelines

MIXED USE OVERLAY ZONE GUIDELINES (Sub Area 1B and 7)

Mixed Use Residential (Sub Area 1B)

The “Mixed Use Gateway Street” (“F” Street) is intended to create a “Main Street” character featuring retail and other pedestrian-serving land uses at street level. These mixed-use buildings are permitted to feature the highest residential densities and tallest residential structures within the project area, and are envisioned as an urban edge that includes build-to-edges that stimulate pedestrian activity, and promote the location of amenities and neighborhood gathering places for business and residents alike. Ground floor spaces are encouraged to include tall structural floor to floor heights to further promote the viability of commercial uses through enhanced signage opportunities and appropriate interior volumes within lease spaces.

The architectural and urban design character for this district should be non-uniform, and should include varied architectural scale and rhythm through the use of restrained massing relief; variety of ridge lines and parapet heights; and variety of materials and colors to create the desired feel of a village center.



Figure 66 : Mixed Use District - Residential over Street-Level Retail

Mixed Use Commercial District (Sub Area 7)

Located at the southern interface of the mixed-use gateway street, this district is envisioned to include a variety of commercial uses designed to contribute to the “main street” pedestrian activity in this location.

Although primarily intended for retail uses, this district may include other uses such as office, hospitality, athletic clubs, restaurants and community facilities. Store-front architecture is strongly encouraged along the two-block mixed-use zone. Multi-level buildings featuring ground floor retail uses with office or additional commercial activity above are preferred (See Figure 67). Build-to lines will be mandated to assure the urban design experience of this zone. Step-backs will be required to relieve vertical massing. Building scale should be designed to complement adjacent mixed-use residential improvements. A variety of heights, architectural styles, materials and colors may be permitted.

Pedestrian-serving commercial activities including retail, restaurants, hospitality and general office space are strongly encouraged within development areas immediately south of the mixed use gateway street. These areas should feature pedestrian linkages and building placement and orientation that will encourage connections to adjacent residential and commercial development to further enliven the area. The density and heights of proposed buildings within this district are permitted to be of the greatest intensity within PD-32 in an effort to further create the fabric of an active urban center.

Commercial development activity fronting “F” Street west of Second Street is anticipated to include less urban patterns. The street section in this area includes a median in addition to parkway landscaping to provide a degree of separation between the proposed land uses. Such uses as “research and development” facilities, light industrial and distribution need not adhere to build-to principles and may be designed with parking facilities adjacent to “F” Street in order to achieve greater setbacks. Site planning concepts for such commercial uses should be sensitive to locations of service docks and other such activities in order to reduce impacts to adjacent residential neighborhoods.



Figure 67 : Mixed Use District - Streetscape Images

Ground Floor Uses

In order to seek and reintroduce building types that have made traditional American neighborhoods convenient, walkable, and attractive; the mixed use zone is envisioned as a place where shops and other pedestrian-oriented uses address the street and are accessible from it. (See Figure 69).

- Locate the primary entrance for all ground level uses from “F” Street directly.
- Maximize storefront glazing and openness. (Refer to PD-32 standards for Display/Clear Window Requirement as well as Figure 68 below).
- Eye-level displays, outdoor seating and special wall treatment to enhance visual interest and pedestrian-area vitality are desired.
- Common amenities should not be located along ground floor commercial areas. Instead, uses such as health clubs are ideally suited to second floor view area overlooking street. Ground floor should be maximized for commercial and pedestrian-serving uses.
- Residential uses above the ground floor should be shielded from illuminated commercial signs.
- Minimum floor to floor height for ground level uses will be 16 feet to provide meaningful usable space. Mechanical equipment and other systems should be designed to provide a minimum ceiling height of 12 feet.
- Outdoor dining, kiosks, benches and other street furniture are encouraged to enhance street activity and interest.
- Conform signage to LBMC Standards. Encourage blade signs and other pedestrian-oriented types of signage

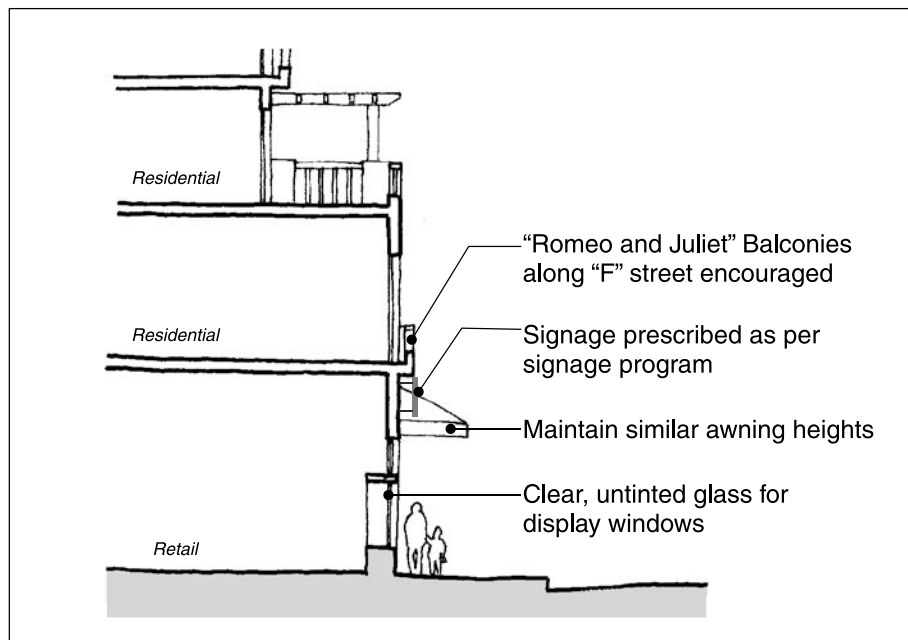


Figure 68 : Mixed Use District - Street Frontage Character



Figure 69 : Mixed Use District - Ground Floor Uses

Massing & Form

“Main Streets” are characterized by the aggregation of multiple buildings and facades rather than the development of monolithic structures.

- Variations in massing are encouraged, but they should relate to structural systems and interior space and not be cosmetically applied.
- False fronts and parapets are not permitted.
- Required stepbacks should be used to create varied scale and massing at upper levels. (See Figures 70 and 71).
- Special building massing elements such as towers should be used to highlight and frame street gateways. (See Figures 70 and 71).
- Corner architectural features such as clock towers are encouraged at the intersection of “F” Street with Lakewood Boulevard and “2nd” Avenue. (See Figures 70 and 71).

Fenestration

Frequent entrances and display windows help establish visual and functional connections to the public street, and create an active walking environment.

- Maximize storefront glazing and openness.
- A minimum of 60% of the linear length of the façade fronting “F” Street should contain display windows and entrances.
- Clear, untinted glass should be used throughout.

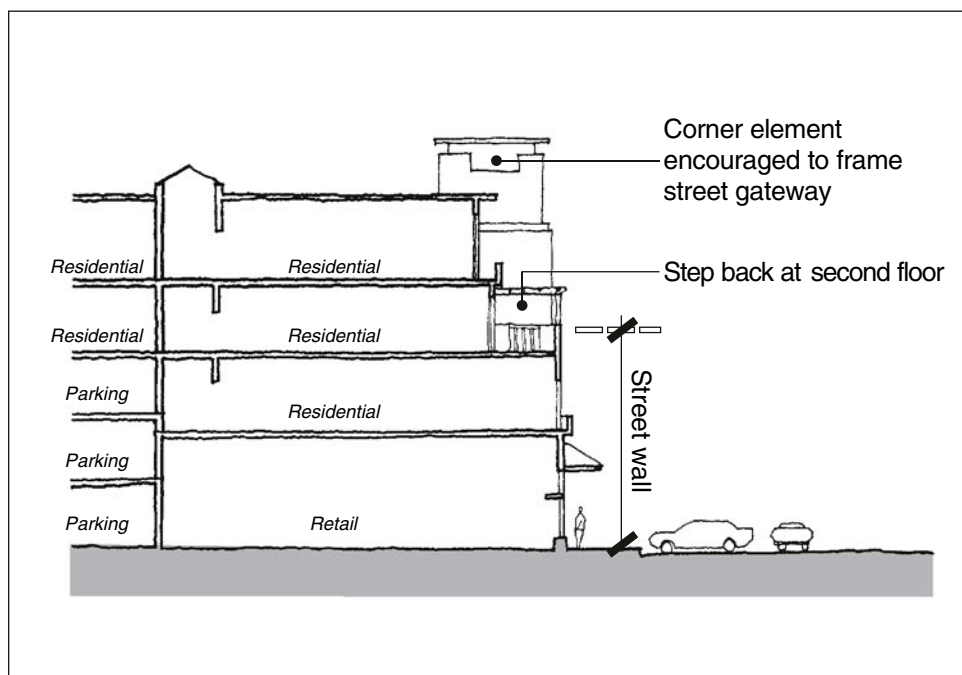


Figure 70 : Mixed Use District - Use and Massing Issues

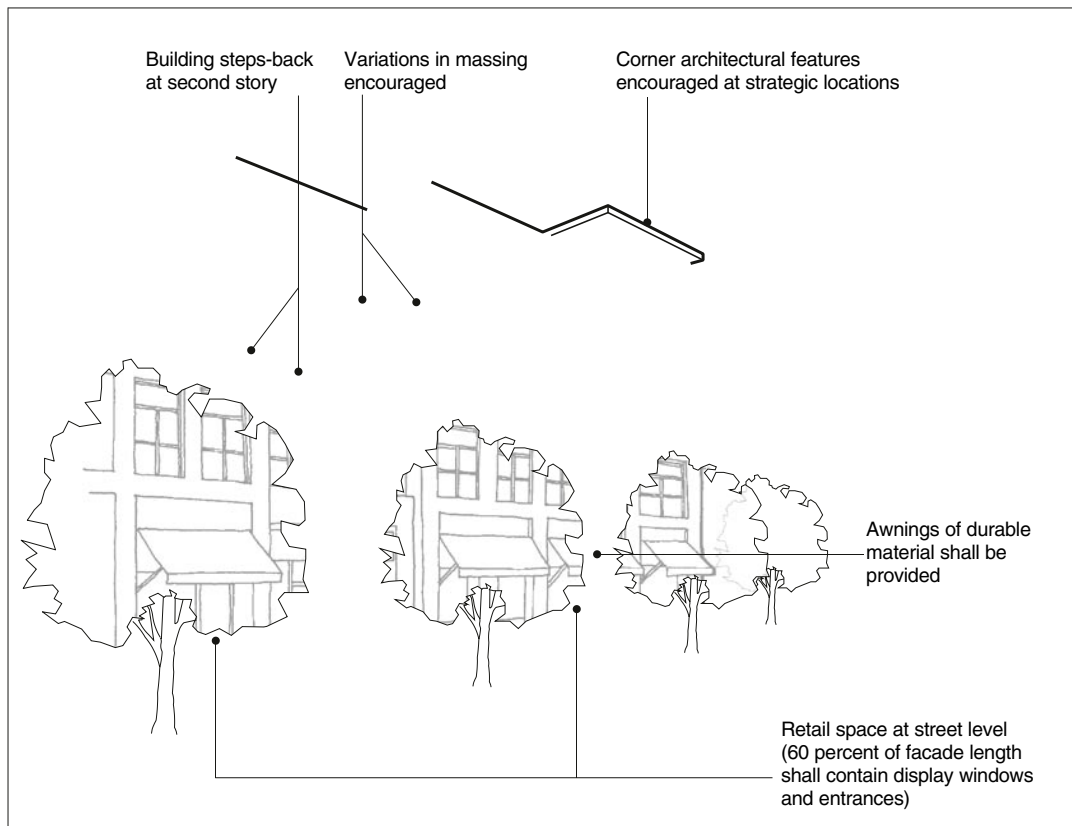


Figure 71 : Mixed Use District - Massing, Facade Treatment and Fenestration

- Illuminate display windows at night to encourage pedestrian-area vitality.
- Security grilles should be avoided. In exceptional cases, and only through site plan review, such grilles will be accepted provided that they are architecturally interesting and are placed inside the building behind the display areas. (See Figure 68).
- Metal and/or glass canopy elements are encouraged. (See Figures 68 and 71). If provided, fabric awnings should be made of durable commercial grade fabric or other similar material with a single color matte finish. Awning supports should be coated metal or other non-corroding material.

Facade Treatment

- Differentiate ground level facade from upper levels.
- Large expanses of storefront glazing and display are encouraged on the ground level. Solid elements such as piers and columns should include richly textured materials such as stone, tile, and upgraded masonry to enhance pedestrian scale. (See Figure 72).



Figure 72 : Mixed Use District - Facade Treatment & Fenestration Conditions

- Along the north side of “F” Street, upper residential use levels should have design features that accommodate residential uses but also relate to the more commercial nature of the street. The building should not read as one building type over another and it should avoid overly articulated facades.
- The facade of the commercial uses above the ground floor on the south side of the street should avoid monumental and monolithic treatment – compatibility with the residential buildings across the street is desired.

Parking/Service

Provide access to parking while maintaining pedestrian friendliness and walkability.

- Parking should be screened and invisible to the public right-of-way.
- Separate access and parking facilities should be provided for residential and commercial uses.
- Parking structure entrances from secondary streets should be designed to be subordinate/ secondary to main pedestrian entrances and to the overall project image.
- Parking should not disrupt the quality of common spaces and pedestrian environments.
- Service areas should not be visible from public areas. Separate service areas including delivery, trash and recycling should be provided for residential and commercial uses.
- Trash should be stored in enclosures that are architecturally compatible with the project and easily accessible to trash collection trucks.
- Utility meters, transformers, and other service elements should be concealed from public view.
- Semi-subterranean garages and ground level garages should be designed as an integral part of the project, and with the same care and design attention as the buildings they serve.
- Loading areas and service facilities should be located as far as possible from residential units and should be completely screened.
- Parking structure lighting should be appropriately shielded so as not to spill over into residential uses.

Landscape Guidelines

Landscape is minimized in this zone to promote an urban character. The intent is to reinforce the “Main Street” character of the mixed use zone.

Landscape guidelines that apply to the Mixed Use Overlay zone areas are as follows:

Paving

- Enhanced paving, such as architectural concrete, is encouraged to promote an urban character. (See Figure 73a).
- Colors and finishes shall relate to the building architecture and adjacent streetscape paving.
- Encouraged materials include: colored and textured concrete, pavers, and stone.
- Finishes imitative of other materials, such as, stamped concrete are discouraged.

Planting

- Potted plants with an “main street” urban character are encouraged.
- Planting areas, other than tree wells, on grade with trees, shrubs, and ground covers are discouraged to promote an urban character.

Maintenance

The intent of the maintenance guidelines are to encourage a safe, clean, and healthy condition at all times.

- Trees should be maintained to allow for proper light distribution of adjacent light standards.
- Maintenance such as weeding, fertilization, mowing, pruning, light fixture maintenance, irrigation system maintenance, and trash removal shall occur on a regular schedule.
- Light fixture maintenance and trash removal shall occur on a regular schedule.
- Dead or poorly performing potted plant material is to be replaced once it is discovered.
- Graffiti shall be removed or painted out within in 24 hours.

Screening

Screening of visually undesirable objects is required. These items should be integrated into the building/site design and not addressed as afterthoughts. Careful design consideration should be taken into account to prevent hidden areas from encouraging criminal activity. Lighting should be installed in these areas. The below items must be screened from off site views:

- Mechanical equipment such as air conditioners.
- Equipment such as backflow preventers and controllers.
- Utilities such as transformers and meters.
- Trash containers.
- Parking areas and parking garages.



Enhanced paving, such as architectural concrete, is encouraged to promote an urban character.

Figure 73 : Mixed Use District - Paving Images

Exterior Lighting

The intent of the lighting criteria is to provide safety while enhancing the night time urban character.

- Lighting should be provided at all building entrances.
- Glare should be minimized.
- Architectural detail and landscape accent lighting is encouraged to create identity for mixed use zone.
- Exposed fixtures should be selected to relate to the associated building architectural character.
- Building accent lighting is encouraged to create a pedestrian friendly evening ambiance to the street.

Signage

The intent is to promote an urban character through quality sign design and materials. Signage shall be designed in context of adjacent architecture and the “Main Street” character of the mixed use overlay zone. Signs which are visually “loud” are discouraged. Signs must comply with the minimum standards set forth in the Long Beach Municipal Code (LBMC Section 21.44).

A sign program shall be created for the mixed-use area to address the following issues:

- Sign compatibility with residential uses
- Pedestrian orientation
- Quality signage with a “boutique” character
- Sign materials and method of illumination